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FOR IMMEDIATE RELEASE

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***MAYOR HOLLIDAY ANNOUNCES LAUNCH OF MOSAIC PROGRAM
Rochester Mayor William A. Johnson, Jr. Details City's Success With Program***

GREENSBORO, NC (September 13, 2004) - Greensboro Mayor Keith Holliday announced at a press conference today the kickoff of Greensboro Bicentennial Mosaic Partnerships, a new and innovative community relations effort in preparation for Greensboro's 2008 bicentennial. Rochester, New York, Mayor William A. Johnson Jr. joined Holliday for the announcement and described Rochester's successful experience with the program.

The Greensboro Bicentennial Mosaic Partnerships Program is designed to increase communication, trust, and cooperation among the city's racial and ethnic groups. The program's premise is that all three can be enhanced through personal relationships. The process consists of guided partnerships between two people of different races who attend 16 meetings over a one-year period as well as group meetings with others in the program. As each of these pairs get acquainted through shared activities, relationships are established that develop communication, trust, and cooperation.

With community relations and especially race relations a priority for the Greensboro City Council, a focus on this area is a key component of the city's bicentennial preparations. Greensboro's demographic makeup continues to reflect a substantial increase in diversity, with more than 80 nationalities represented in the city's population. Mayor Holliday noted that the Mosaic Partnerships Program will help increase understanding among the many segments of Greensboro's population. "The Mosaic Partnerships program is such an exciting opportunity for our community to really create relationships among those who live and work here, which can build Greensboro into a model city for community relations," he said.

The Greensboro Bicentennial Mosaic Partnerships Program will officially launch on November 4, 2004, and consists of three phases. The first phase is for established community leaders, the second is for emerging leaders, and the third is open to the general public. The participants in each phase are encouraged to expand their experiences into other social, civic, and professional groups to which they belong.

Robert Rosenfeld, CEO of Idea Connections, a Rochester-based consulting firm, designed and implemented the original Mosaic Partnership Project for the City of Rochester, NY. Rosenfeld

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Mayor Holliday Announces Launch of Mosaic Program

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will work with Greensboro to provide training and logistical support to enable Greensboro to operate the program on its own. A local Advisory Group has been selected that consists of Tom Adachi, Mona Edwards, Shirley Frye, Dale Hall, Robin Saul, Susan Schwartz, Ralph Shelton, Steve Simpson, and Dae Yu. City of Greensboro employees Pat Boswell and John Shaw will serve as co-directors for the program.

Rochester Mayor Johnson noted the positive results achieved in his city since the implementation of the model program, Bi-racial Partnerships for Community Progress in 2001. He further stated that, "Rochester's Bi-racial Partnerships for Community Progress has made a significant impact in developing and improving relationships throughout our city. It has been a fundamentally wonderful experience for our residents."

For more information on the Mosaic program, visit www.greensboro-nc.gov/mosaic.

The City of Greensboro works in partnership with the community to build an increased quality of life for all residents by fostering an environment where inclusion, diversity, and trust are valued. As the seventh largest employer in Greensboro, the City has a dedicated professional staff of 2700 employees who maintain four core values of honesty, integrity, stewardship, and respect. The City of Greensboro is governed by a council-manager form of government where a mayor and eight council members act as the legislative body. For more information on the City of Greensboro, please visit us online at www.greensboro-nc.gov.

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